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City of Barrie

Final

Communities in Bloom Committee

Tuesday, October 10, 2023 | **4:00 PM** | **Huronia Room "B"**

COMMUNITIES IN BLOOM COMMITTEE REPORT
For consideration by the Infrastructure and Community Investment Committee on October 25, 2023.

The meeting was called to order by Co-Chair, K. Bagnell at 4:08 p.m. The following were in attendance for the meeting:

Present: 6 - Councillor A.M. Kungl
K. Bagnell
D. Brooke-Bagnell
K. Patterson-McGrath
D. Ramsay
V. Watts

Absent: 1 - S. Posius

PRESENT:
Councillor, C. Riepma
Horticulture Foreperson, M. Boyd
Legislative Coordinator, T. Maynard.

PARTICIPATION IN THE 2024 COMMUNITIES IN BLOOM PROGRAM

The Committee discussed plans for the 2024 Communities in Bloom program, participating in the International Category, which includes commemorating the City's 25th anniversary of participating in the program.

The Committee also discussed the following:

- Communities in Bloom registration fees, and potential request for additional budget funds to compete in the International category;
- Opportunities for the judges to meet with members of the community including a community luncheon;
- Educational opportunities;
- Lapel pins for the 25th Communities in Bloom anniversary;

- Potential partnership opportunities with other advisory Committees on projects; and
- Reviewing previous years Communities in Bloom evaluations forms including those of 2023 international category participants.

Mona Boyd, Horticulture Foreperson will contact the Communities in Bloom organization concerning registration fees for 2024.

2023 COMMUNITIES IN BLOOM PROGRAM - JUDGES' DECISION

Mona Boyd, Horticulture Foreperson provided a handout of the City's 2023 Communities in Bloom evaluation form. Ms. Boyd advised that the Communities in Bloom judges are encouraging the city to participate in the International Category in 2024.

The Committee reviewed the evaluation form and discussed the following related to the 2024 competition:

- Investing in seasonal decorations;
- Encouraging rebates and incentives around electric vehicles;
- Sharing information on electric buses;
- The potential opportunity collaborate with community groups and organizations such as Living Green, Pollinate Barrie and Nature Barrie;
- Educating the municipality on the Communities in Bloom program;
- Communications surrounding the City's 25th anniversary in the program;
- Preparing a story map for website with criteria for Communities in Bloom;
- Looking for opportunities improve the results of the 2023 evaluation form; and
- Reviewing the criteria for international category

The Committee will invite staff from Access Barrie to a future meeting to discuss the communications surrounding the Communities in Bloom program, and that further review of the 2023 evaluation form will take place at the next meeting.

POTENTIAL PARTNERSHIP WITH HERITAGE BARRIE COMMITTEE

Councillor, C. Riepma provided an overview of the Heritage Barrie Committee, and their work plan items such as historic street signs, heritage plaques for designated and listed properties, and planting 300 trees for 300 Veterans and traffic boxes wrapped with historic pictures. Councillor Riepma complimented the Committee on all work completed.

Councillor Riepma advised that the Heritage Barrie Committee would be interested in collaborating with the Communities in Bloom Committee.

Councillor A.M. Kungl discussed potentially collaborating with Active Transportation and Sustainability Committee and Heritage Barrie Committee and strategically looking at what projects these committees are working on that may be considered part of the communities in bloom competition. She discussed protecting heritage trees and opportunities to showcase heritage in the municipality.

Councillor Riepma provided an overview of the Heritage Barrie Awards, and he suggested perhaps the Committee may want to look at organizaing Horticulture Awards and using this as an opportunity to promote the Communities in Bloom program.

Councillor, A.M. Kungl acknowledged Councillor Riepma for all his assistance during the Communities in Bloom judges visit in July, 2023.

YOUTH ENGAGEMENT

The Committee discussed ideas to create more youth engagement via schools and participation in 2024 which includes working with community partners such as Pollinate Barrie and Living Green to host a hands-on workshop on Winter Sowing for Native Seeds for students in grades 4 to 6 potentially during late January/February, 2024, and engaging with the Barrie Public Library regarding educational opportunities for an event.

Kelly Patterson McGrath will provide the committee of a draft outline for the winter project. Vandita Watts will discuss the Committee's student winter workshop idea with the Simcoe County District School, and she will provide an update at the next meeting.

Vandita Watts mentioned at she is compiling a list of key teachers at the Simcoe County District School Board that may be interested in organizing green initiatives, green teams and horticultural clubs for students at their prospectives schools, which also may provide an opportunity for the Committee to connect with youth on Communities in Bloom initiatives.

The Committee will invite staff from Access Barrie to a future meeting to discuss communication surrounding youth engagement.

INCREASING THE COMMITTEE'S SOCIAL MEDIA PRESENCE

The Committee will invite staff from Access Barrie to a future meeting to discuss a communications campaign for the Committee. Mona Boyd, Horticulture Foreperson indicated that the colour orange has been selected for the 2024 Communities in Bloom program.

The Committee discussed the following:

- Creating a 25th Communities in Bloom logo
- Flag raising and proclamation
- Showcasing past years Communities in Bloom Awards
- Garden boxes for Councillors

- Opportunities to showcase Communities in Bloom, the intention of the Committee and youth engagement.

The Committee will combine agenda items related to increasing the Committee's Social Media Presence and presentation to Council under the one topic communications campaign.

PRESENTATION TO CITY COUNCIL

The matters related to presentation at City Council and increasing the Committee's social media presences will be combined as one agenda topic communications campaign, and further discussion will take place at a future meeting..

ADJOURNMENT

The meeting adjourned at 6:05 p.m.

CHAIRMAN